

LOOK FOR THESE HELPFUL FEATURES APPEARING EVERY MONTH IN PC WORLD . . .

The Help Screen Your much-needed answers to inquiries and technical problems on the PC.

REMark Your opportunity to hear conflicting opinions in our guest editorial department.

PC WORLD VIEW Your world roundup of PC news, views, and speculations.

Just Announced Your best source for descriptions of new PC hardware, software, and accessories.

World Events Your calendar of regional, national and international happenings.

PC WORLD Directory Your convenient guide to hardware, software, and services for the PC.

AND LOOK WHAT ELSE YOU GET WITH PC WORLD . . . AT NO EXTRA CHARGE!

Annual Software Review, published every fall, reviews programs for your PC, from operating systems, utilities, and languages to business and communications applications software. You'll find category introductions and essays written by computer industry leaders, as well as comments and evaluations submitted by PC WORLD readers like you.

Annual Hardware Review, published every spring, gives you product descriptions and reader comments on a multitude of systems, peripherals, communications equipment, and other hardware for the PC. Includes hands-on articles and essays written by computer industry leaders just for you!

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PC WORLD

The Personal Computer Magazine for IBM PCs and Compatibles

YOU'LL FIND THE HELP YOU NEED FAST in PC WORLD!

Look for these 5 lively, informative sections
in every monthly issue . . .

1. Getting Started

If you're a newcomer to computers . . . or simply want to review the basics . . . this section is written with you in mind. By focusing on common applications or problems similar to ones you're facing now, PC WORLD gives you the elementary techniques you need to increase your computer literacy. Every month you'll be introduced to home and business applications that involve basic computer concepts. And you'll find products that may be discussed in later sections of the magazine covered here at an entry level for easier comprehension.

2. State-of-the-Art

Here you'll find a signpost to personal computer trends. You'll read about technologies under development, discover when and how you'll be able to implement them in your own system, and learn how these trends will affect the future of personal computing . . . your future!

3. Review

This is the section to turn to when you want independent evaluations of new hardware and software, as well as reviews of products ready for release. These reviews are based on tested performance. If a product doesn't live up to its promises, you'll be the first to know! And you'll also be introduced to outstanding and innovative products, whether they come from well-known companies or small vendors.

4. Hands-On

Here's the special section to get your hands on for "how-to" personal computer applications written from your perspective. It includes articles by experts in the fields of financial planning and modeling, data management, writing and word processing, graphics and design, and education and games. It includes articles on how computers work and how you can program them to work for you. (You'll find our monthly department of reader-contributed computer discoveries Star-Dot-Star in this section, too. Don't miss it!)

5. Community

Just head for PC WORLD's business perspectives section when you need to know more about how PCs are being integrated into work routines, schools and homes. Here's where you'll get to listen in on computer personalities and pioneers as they talk about their visions of the PC society and to look at the emerging organizations that educate and support personal computing. (Two departments that appear regularly in this section, User Group Dispatch and BBS Watch, will help you track the development of user groups and personal computer networking.)

PC WORLD HAS EVEN MORE FOR YOU . . . IF YOU TURN THE PAGE . . .

PC WORLD

You are using or soon plan to use an IBM Personal Computer or IBM-compatible personal computer. You've just scratched the surface, just started to explore the vast potential of these remarkable machines.

How can you use this potential and get more out of your personal computer? How can you keep pace with the fast-moving news and developments in the field, with the rapidly growing body of available software and the new ideas, discoveries, applications, and innovations?

Now there's a way — a lively, authoritative, new magazine exclusively for IBM and IBM-compatible users. It's

PC WORLD

If you're determined to get as much as possible out of your PC, it's the best possible news for you.

Turn the page to learn how you can get twelve regular issues of **PC WORLD**, plus two special issues, the 1984 Hardware and Software Reviews . . . and, as a **PC WORLD** subscriber, you'll receive an impressive 58% off the newsstand price. That's 22% off our basic subscription rate!

PC WORLD

555 De Haro Street
San Francisco, CA 94107

Dear Fellow PC User:

All over the world our fellow IBM PC and IBM-compatible personal computer users — nearly two million of them — are making the most astonishing discoveries about the PC and what it can do.

Scores of hardware and software makers are working around the clock to create and develop products of ever-increasing ingenuity and complexity to expand the capabilities of the IBM PC and its dozens of compatible and semicompatible lookalikes such as the Corona, Texas Instruments, Zenith, Seiko, Compaq, and Eagle PCs. **PC WORLD** tests each of these and many more to see just how compatible they really are. Are they truly disk-to-disk compatible or do they just use the same operating system software?

New developments are announced at an accelerating rate; today's breakthrough may be obsolete by next month.

The whole PC world is exploding. And that can be a problem, because most of us are trying frantically to grapple with the possibilities and potentials of twenty-first century equipment with twentieth-century minds. This is frustrating, not to mention bewildering.

Now, at last, there's help. You can keep pace, or in some ways stay ahead of the pace. The solution: **PC WORLD**, the first and only magazine geared to the dynamic new world of the standard IBM Personal Computer and the needs of their growing community of users.

In a moment I'll explain how you can get your twelve issues of **PC WORLD**, plus our two special 1984 Hardware and Software Reviews. And, how you'll receive 58% off the newsstand price. That's 22% off our basic subscription price.

First, let me introduce you to **PC WORLD**. Every month this bright, timely, authoritative new magazine keeps you posted on the most interesting, intriguing, and potentially useful new applications and explains them with a minimum of technical jargon and with a degree of clarity you'll appreciate if you try them out on your own PC.

PC WORLD is the dynamic new magazine that keeps you in touch with fast-moving new developments and helps you get more of everything you want out of your PC — utility, versatility, value, and satisfaction.

You'll keep up-to-date on the state of the art in areas such as local networks, telecommunications, and data bases, on the fast-growing body of second-generation software being developed especially for the IBM PC and compatible 16-bit PCs, on the new hardware, and on the whole range of new compatible machines spawned by the IBM PC. Through impartial, reliable reviews and product comparisons you'll get the background you need to make comparisons and buying decisions with greater confidence — facts, figures, specifications, performance data, prices, and more.

You'll read about other IBM PC users, get to know them as people, and better understand how their lives and life-styles have been altered by their PCs. Through engaging conversations in print, you'll meet the innovators and most interesting personalities in the personal computer field.

PC WORLD does all this with style and intelligence. **PC WORLD** is bright, sophisticated, up to date, well researched, and scientifically correct. It's all comprehensible, easy to follow, and magnificently designed and beautifully illustrated in full color. It is a magazine you'll want to keep for future reference.

PC WORLD is all this and much, much more. We're not content to report and interpret key events and developments. We play an active role in advancing the state of the art in personal computer technology and pioneering new uses and applications of the IBM Personal Computer and compatible PCs.

We work to advance the state of the art in areas such as computer graphics; telecommunications, in which we concentrate on facilitating hookups to information utilities; data bases; and computer bulletin boards. We explore ways to make it easier for one personal computer to communicate directly with another.

To demonstrate how powerful personal computers can be, we'll construct the ultimate super personal computer — an IBM PC with dozens of peripherals and hundreds of applications.

As a reader of **PC WORLD** you can look forward to the excitement of discovery and the adventure of exploration into outer limits of this

bright, new world. Count on **PC WORLD** to be invaluable to you on less exalted, more practical levels.

PC WORLD's annual Hardware and Software issues will feature the most comprehensive lists of products available for the IBM PC or IBM PC-compatible computers.

The Software Review will include over 1,200 programs — spreadsheets, word processing, accounting, financial management, and communications programs.

The Hardware Review will present hundreds of hardware options such as memory boards, other plug-in boards, hard disks, printers, plotters, and light pens. Everything imaginable will be included — specs, sources of supply, price ranges — all the particulars you need to make the buying decisions that are right for you.

Remember, you'll receive a full year subscription of twelve issues. Plus, you'll receive two special issues, The 1984 Hardware and Software Reviews, so you receive a total of 14 issues a year!

To take advantage of this limited-time offer, just return the order card in the postage-paid reply envelope. We'll enroll you as a subscriber, send your first issue of **PC WORLD** and bill you at the low rate of only \$18.95 for 12 monthly issues and 2 special issues — a discount of 58% off the newsstand price. That's 22% off the basic subscription rate.

Then you decide. If you're not fully satisfied after reading **PC WORLD**, simply cancel your subscription. We'll promptly refund your entire payment for the remaining unmailed issues.

Just one thing: because this is a special offer, it's good for a limited time only. Why not act right away to avoid disappointment?

Sincerely,

David Bunnell

David Bunnell
Publisher